

**VEZA SUR® PIMP MY PACHANGA SWEEPSTAKES  
SWEEPSTAKES OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE SWEEPSTAKES IS INTENDED FOR VIEWING IN FLORIDA ONLY AND WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.**

**1. ELIGIBILITY:**

The “Veza Sur Pimp My Pachanga Sweepstakes” (“Sweepstakes”) is only open to legal residents of Florida who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, directors, officers and agents of Anheuser-Busch, LLC, its affiliates and subsidiaries, advertising and promotion agencies, wholesale distributors, retail licensees, and all other service agencies involved with the Sweepstakes, members of their immediate family (spouse, parent, child and sibling), are not eligible to enter or win. The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s and Administrator’s decisions which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

**2. SWEEPSTAKES PERIOD:**

Sweepstakes begins at 12:00:00 a.m. Eastern Daylight Time (“EDT”) on October 5, 2020 and ends at 11:59:59 p.m. EST on December 6, 2020 (“Sweepstakes Period”). Administrator’s computer is the official time keeping device for this Sweepstakes.

**3. TWO (2) WAYS TO ENTER:**

(b) Internet: Visit <http://vezasur.absweeps.net> (“Website”) and follow the online instructions to complete and submit an online entry (also an “Entry”).

Automated entries are prohibited and any use of automated devices will cause disqualification. Entrants may not enter with multiple email addresses, nor use any other device or artifice, to enter multiple times or as multiple entrants. Any entrant who attempts to enter with multiple email addresses under multiple identities, or uses any device or artifice to register multiple times, will be disqualified and forfeits all prizes won, in Sponsor’s sole discretion. Multiple entrants are not permitted to share the same email address. Should multiple users of the same email account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said email account at the time of entry will be considered an entrant, and must comply with these Official Rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning

email addresses. Potential winner may be required to show proof of being the authorized account subscriber.

(c) Text Message: Use your SMS-enabled mobile phone to text “VEZASUR” to shortcode 78896 and you will receive information on how to submit an entry (also an “Entry”).

For all Text Entries: Participants must have a mobile phone with text messaging capabilities to enter by text message. If you wish to opt out, text **STOP** to 78896. Text **HELP** to 78896 if you would like more information. Participants entering this Sweepstakes via text message may incur a standard text message charge from their wireless service provider for each message sent and received. Check with your wireless service provider for details on these and other applicable charges. You may receive reply messages, and by entering, you expressly consent to receiving such messages. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate.

For all Entries: All Entries must be received and recorded during the Sweepstakes Period. No other forms of Entry are valid.

#### **4. SWEEPSTAKES DRAWING:**

Ten (10) potential winners will be selected in a random drawing to be held on or about December 7, 2020 from among all eligible Entries received by Administrator, whose decisions are final in all matters relating to this Sweepstakes. The Sweepstakes Period is divided into nine (9) drawing periods (each an “Entry Period”) as defined in the chart below. Administrator’s computer is the official time keeping device for this Sweepstakes. Odds of winning depend on the number of eligible Entries received during the Sweepstakes Period. Limit one (1) prize per person.

Two (2) Grand Prize Winners will be drawn from all eligible entries on December 7, 2020. See “Appendix A” for valid zip codes.

Eight (8) First Prize Drawing Periods: See “Appendix B” for valid zip codes.

<b>Entry Period</b>	<b>Start Date/Time</b>	<b>End Date/Time</b>	<b>Drawing Date</b>
1	10/05/20; 12:00:00	10/11/20; 11:59:59 p.m.	10/12/20
2	10/12/20; 12:00:00	10/18/20; 11:59:59 p.m.	10/19/20
3	10/19/20; 12:00:00	10/25/20; 11:59:59 p.m.	10/26/20
4	10/26/20; 12:00:00	11/01/20; 11:59:59 p.m.	11/02/20
5	11/02/20; 12:00:00	11/08/20; 11:59:59 p.m.	11/09/20
6	11/09/20; 12:00:00	11/15/20; 11:59:59 p.m.	11/16/20
7	11/16/20; 12:00:00	11/22/20; 11:59:59 p.m.	11/23/20
8	11/23/20; 12:00:00	11/29/20; 11:59:59 p.m.	11/30/20
9	10/05/20; 12:00:00	12/06/20; 11:59:59 p.m.	12/07/20

## **5. WINNER NOTIFICATION:**

All prizes will be awarded. Potential winners will be notified by email, phone call and/or text message (depending on their method of Entry) and will be required to respond to the notification within forty-eight (48) hours indicating whether they can accept the prize. If a potential winner does not respond to the notification within the forty-eight (48) hour time period, prize will be forfeited and an alternate potential winner will be randomly selected. Any alternate potential winner selected will also be required to respond to the notification within the time frame stated above.

Potential winners may be required to complete, sign and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Sponsor's representative within three (3) days of prize acceptance. Potential First Prize winners may be required to complete, sign and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Sponsor's representative within three (3) days of prize acceptance. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Sweepstakes. If Sponsor cannot verify that the potential winner is twenty-one (21) years of age or older prior to winner notification, then the potential winner will be disqualified and an alternate potential winner will be randomly selected.

In the event of noncompliance within any stated time period, the prize will be forfeited and an alternate potential winner will be randomly selected. Any alternate potential winner selected will also be required to adhere to the time periods described herein. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the awarding of that prize to an alternate potential winner.

Sponsor is not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information. Note: Any communication between a potential winner and Sponsor or its agencies regarding this Sweepstakes (e.g. phone calls, text messages, chats, emails, etc.) may be recorded for quality assurance and training purposes.

## **6. PRIZE DETAILS:**

Grand Prize (2 total see Appendix A for valid zip codes): Each winner will receive one (1) Branded Bar Cart Cooler, one (1) Giant Lawn Game, one (1) Bluetooth Audio Speaker System, one (1) Branded Bottle Opener, Branded Plastic Cups and Ping Pong Balls, Branded Coasters, Veza Sur Branded Hats, Beer Cocktail Recipe Booklet, Pint Glasses, Branded Bar Kit and LED Lights. Approximate Retail Value ("ARV") is \$760.00.

First Prizes (8 total see Appendix B for valid zip codes): The following Branded items will be included in the weekly prize pack: one (1) Cooler, Plastic Cups, Small Speakers, Bottle Openers, Ping Pong Balls, Coasters, Veza Sur Hats. Also included is a Beer Cocktail Recipe Book, Pint Glasses and Bar Kit. Approximate Retail Value (“ARV”) is \$350.00.

If winners cannot accept the prize as specified, prize will be forfeited and will be awarded to an alternate winner. Total ARV of all prizes is \$4,320.00. Any difference between stated value and actual value will not be awarded.

Prizes are non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winners will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

If Sponsor so elects, potential winner may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, and any other factor deemed relevant by the Sponsor to help ensure that potential winner will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sponsor. If requested, potential winner agrees to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited and will be awarded to an alternate winner.

**7. PUBLICITY:**

Acceptance of prize offered constitutes permission for Sponsor to use winner’s name, voice, biographical information and/or likeness for purposes of advertising and promotion without further compensation in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval as permitted by law.

**8. RELEASE:**

By accepting a prize, winners agree to release and hold Anheuser-Busch, LLC and Administrator harmless from all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize, including without limitation, personal injuries, death and property damage.

**9. GENERAL CONDITIONS:**

Anheuser-Busch, LLC, Administrator, and their respective affiliates, subsidiaries, and agencies (collective the "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, telephone calls, text messages, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Sweepstakes or Website, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Website's terms of service, as solely determined by the Sponsor or Administrator, will be disqualified. Released Parties are not responsible for any incorrect or inaccurate information whether caused by Website users, tampering, hacking, or by any of the programming or equipment associated with or used in this Sweepstakes, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed or like entry methods will void all such Entries, and may subject that entrant to disqualification. Released Parties are not responsible for injury or damage to participant's or any other person's computer or property related to or resulting from participating in this Sweepstakes. Should any portion of Sweepstakes be, in the Sponsor's or Administrator's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Sweepstakes, or submission of Entries, Sponsor and Administrator reserve the right at their sole discretion to suspend, modify or terminate the Sweepstakes, and randomly select the winner from valid Entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. Text message Entries will be deemed to have been submitted by the registered owner of the wireless number used to enter. In the event of a dispute regarding the identity of an online entrant, the authorized subscriber of the email account used to enter will be deemed to be the entrant, and must comply with these rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. All materials submitted become the property of Anheuser-Busch, LLC and will not be returned. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES.

#### **10. DISPUTE RESOLUTION:**

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant, Administrator, and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of Missouri without giving

effect to any choice of law or conflict of law rules. The place of arbitration shall be St. Louis, Missouri.

**11. PRIVACY POLICY:**

See Sponsor's privacy policy located at <https://vezasur.com/privacy-policy/> (also a "Website") for details regarding the use of personal information collected in connection with this Sweepstakes. If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly-available winner's list.

**12. SPONSOR:**

Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118.

**13. ADMINISTRATOR:**

Rio Creative, 16630 Old Chesterfield Road, Chesterfield MO 63017

**14. WINNER'S LIST:**

For the names of the winners, hand-print your name and complete address on a 3" x 5" card and mail to: Pimp My Pachanga Sweepstakes Winners List Request, 16630 Old Chesterfield Road, Chesterfield, MO 63017, for receipt by February 7, 2021.

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**APPENDIX A-GRAND PRIZE**

**Valid Zip Codes**

33012	33140	33182
33013	33141	33183
33014	33142	33184
33015	33143	33185
33016	33144	33186
33018	33145	33187
33030	33146	33189
33031	33147	33190
33032	33149	33193
33033	33150	33194
33034	33154	33196
33035	33155	33004
33039	33156	33009
33054	33157	33019
33055	33158	33020
33056	33160	33021
33101	33161	33023
33109	33162	33024
33122	33165	33025
33125	33166	33026
33126	33167	33027
33127	33168	33028
33128	33169	33029
33129	33170	33060
33130	33172	33062
33131	33173	33063
33132	33174	33064
33133	33175	33065
33134	33176	33066
33135	33177	33067
33136	33178	33068
33137	33179	33069
33138	33180	33071
33010	33139	33181
33012	33140	33182
33013	33141	33183
33014	33142	33184
33015	33143	33185
33016	33144	33186
33010		

## **APPENDIX-B FIRST PRIZE WINNERS**

### **VALID ZIP CODES**

33010	33144	33194	34243
33012	33145	33301	34236
33013	33146	33304	34201
33014	33147	33305	34238
33015	33149	33306	33761
33016	33150	33308	34698
33018	33154	33309	33607
33030	33155	33311	33607
33031	33156	33312	33624
33032	33157	33313	33607
33033	33158	33314	33611
33034	33160	33315	33609
33035	33161	33316	34639
33039	33162	33317	33629
33054	33165	33319	33607
33055	33166	33321	32789
33056	33167	33322	
33101	33168	33323	
33109	33169	33324	
33122	33170	33325	
33125	33172	33326	
33126	33173	33327	
33127	33174	33328	
33128	33175	33330	
33129	33176	33331	
33130	33177	33332	
33131	33178	33334	
33132	33179	33351	
33133	33180	33441	
33134	33181	33442	
33135	33182	33615	
33136	33183	33607	
33137	33184	32822	
33138	33185	32836	
33139	33186	32792	
33140	33187	32803	
33141	33189	32839	
33142	33190	32819	



33143

33193

34787